

# CONTRACT



**WAVE-TV**  
**725 South Floyd Street**  
**Please use this for correspondence only**  
**Louisville, KY 40203**  
**(502) 585-2201**

wave3.com

And:

**Peritus Public Relations**  
**200 S Fifth Street, Ste 503N**  
**Louisville, KY 40202**

<u>Contract / Revision</u> 839148 /		<u>Alt Order #</u>
<u>Product</u> Ison for Circuit Court Judge		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Ison, Eric-Committee to Elect for Judge		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> Doug Roberts	<u>Sales Office</u> Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-64		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WAVE	10/29/12	11/06/12	WAVE Sunrsie III 6-7am	6-7am		:15/:15			BK	7	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$325.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$325.00			
2	WAVE	10/29/12	11/05/12	NBC Today Show	7-9am		:15/:15			BK	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$375.00			
	Week:	11/05/12	11/11/12	M-----				1	\$375.00			
3	WAVE	10/29/12	11/05/12	WAVE 3 News 11am	11-1130am		:15/:15			BK	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$125.00			
	Week:	11/05/12	11/11/12	M-----				1	\$125.00			
4	WAVE	10/29/12	11/05/12	WAVE 3 News 530-6pm	530-6pm		:15/:15			BK	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$450.00			
	Week:	11/05/12	11/11/12	M-----				1	\$450.00			
5	WAVE	11/03/12	11/03/12	WAVE Saturday Sunrise 6am	6-7am		:15/:15			BK	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$125.00			
6	WAVE	11/03/12	11/03/12	NBC Saturday Today Show	7-9am		:15/:15			BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$250.00			
7	WAVE	11/04/12	11/04/12	NBC Meet The Press	Meet The Press		:15/:15			BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$500.00			
8	WAVE	11/04/12	11/04/12	WAVE 3 News 6pm-Sun	6-630pm		:15/:15			BK	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$380.00			
9	WAVE	11/04/12	11/04/12	NBC Sunday Today Show	8-9am		:15/:15			BK	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$275.00			
10	WAVE	11/05/12	11/05/12	Late News M-F	11-1136p		:15/:15			BK	1	\$400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Advertiser</u> Ison, Eric-Committee to E		<u>Original Date / Revision</u> 11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
											2	\$40.00
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
11	WAVE	10/29/12	11/02/12	Wave Early Sunrise	430-5x		:15/:15			BK	1	\$400.00
Week:		10/29/12	11/04/12	MTWTF--				2	\$20.00			
N 12	WAVE	11/05/12	11/05/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	1	\$600.00
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 13	WAVE	11/05/12	11/05/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$600.00
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
Totals											35	\$10,945.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	35	\$10,945.00	\$9,303.25
<b>Totals</b>	<b>35</b>	<b>\$10,945.00</b>	<b>\$9,303.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 100px;">WAVE 3</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/23/12</span>
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I, Tim Mulloy,  
 being/on behalf of: Committee to Elect Eric Lison, a legally  
 qualified candidate of the N/A political  
 party for the office of: Jefferson Co. Circuit Judge  
 in the General Election  
 election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<div style="font-size: 1.5em;">See ATTACHED SCHEDULE</div>			

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

PERITUS AS AGENT FOR COMMITTEE TO ELECT ERIC ISOR

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

COMMITTEE TO ELECT ERIC ISOR CIRCUIT JUDGE

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/23/12  
Date

  
Signature  
Agent for  
Committee to Elect Eric Isor Circuit  
Judge

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

Nina Ballinger  
Printed Name

NSA  
Title